

Appl. No. 09/905,196
Amdt. dated June 15, 2006
Reply to Office Action of Dec. 15, 2005

Amendments to the Claims:

The following listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

Claim 1 (currently amended): A method of providing a web-based multimedia presentation on a remote user computer, comprising:

transmitting to the user computer a web page for display by a web browser, the web page including a player module for displaying a multimedia presentation, the player module providing at least first and second display screens that are provided as respective layers within the web page;

transmitting video content to the user computer for display as a video within the first display screen; and

transmitting non-video content to the user computer for display within the second display screen;

wherein the video content includes embedded commands, including commands which cause the player module to automatically switch the first and second display screens into and out of view within the web page during playing of the video.

Claim 2 (original): The method as in claim 1, wherein the first and second display screens occupy the same display area within the web page.

Claim 3 (original): The method as in claim 2, wherein the non-video content includes a hypertextual menu which is superimposed over the video content during playing of the video.

Claim 4 (currently amended): The method as in claim 1, wherein the video content further includes a command which causes the video to automatically pause itself.

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Claim 5 (currently amended): The method as in claim 4, wherein the video content further includes a command for causing non-video content to be automatically displayed within a third display screen of the player module when [[with]] the video is paused.

Claim 6 (original): The method as in claim 5, wherein the non-video content displayed within the third display screen comprises an interactive advertisement which is related to the video.

Claim 7 (original): The method as in claim 1, wherein the video content further includes commands that specify screen positions of the first and second display screens.

Claim 8 (currently amended): The method as in claim 1, wherein the video content further includes a command that specifies a player skin to be automatically displayed within the web page in conjunction with the video.

Claim 9 (currently amended): The method as in claim 1, wherein the video content further includes a command for automatically moving at least one of the first and second display screens within the web page during playing of the video.

Claim 10 (original): The method as in claim 9, wherein the command specifies a time period and path over which a display screen is to be moved incrementally.

Claim 11 (currently amended): The method as in claim 1, wherein the player module automatically loads browser plug-ins as needed based on the format of the video content.

Claim 12 (original): The method as in claim 1, wherein the player module includes at least the following display screens, each of which is controllable by commands embedded within the video content: a video screen, a menu screen, and a caption screen.

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Claim 13 (original): The method as in claim 12, wherein the player module further includes at least a logo screen and an animation screen that are controllable by commands embedded within the video content.

Claim 14 (original): The method as in claim 1, wherein the player is capable of playing multiple videos of different formats within the same web page using different plug-ins.

Claim 15 (currently amended): A method of providing a web-based multimedia presentation on a remote user computer, comprising:

transmitting non-streamed content to the user computer for display within a first display screen of a [[the]] web page; and

transmitting streamed [[video]] content to the user computer for display within a second display screen of the web page, wherein the streamed [[video]] content includes embedded commands which automatically, without user intervention, control the display of the non-streamed [[non-video]] content within the first display screen in synchronization with playing of the streamed [[video]] content within the second display screen.

Claim 16 (original): The method as in claim 15, wherein the first and second display screens occupy the same display area within the web page.

Claim 17 (currently amended): The method as in claim 16, wherein the non-streamed [[non-video]] content includes a hypertextual menu which is superimposed over the streamed [[video]] content during playing of the streamed content [[video]].

Claim 18 (currently amended): The method as in claim 15, wherein the streamed [[video]] content [[further]] includes an embedded [[a]] command which causes the streamed content [[video]] to automatically pause itself.

Claim 19 (currently amended): The method as in claim 18, wherein the streamed [[video]] content [[further]] includes an embedded [[a]] command for causing the non-streamed [[non-

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video]] content to be automatically displayed within the first [[a]] display screen when the streamed content ~~of the player module with the video~~ is paused.

Claim 20 (currently amended): The method as in claim 19, wherein the non-streamed [[non-video]] content displayed when [[with]] the streamed content is [[video]] paused comprises an interactive advertisement which is related to the streamed content [[video]].

Claim 21 (currently amended): The method as in claim 15, wherein the streamed [[video]] content [[further]] includes embedded commands that specify [[screen]] positions of the first and second display screens within the web page.

Claim 22 (currently amended): The method as in claim 15, wherein the streamed [[video]] content [[further]] includes an embedded [[a]] command that specifies a player skin to be automatically displayed within the web page in conjunction with the streamed content [[video]].

Claim 23 (currently amended): The method as in claim 15, wherein the streamed [[video]] content [[further]] includes an embedded [[a]] command for automatically moving at least one of the first and second display screens within the web page during playing of the streamed content [[video]].

Claim 24 (currently amended): The method as in claim 23, wherein the streamed content further includes an embedded command that specifies a time period and path over which at least one of the first and second display screens ~~a display screen~~ is to be moved incrementally.

Claim 25 (currently amended): A web page for displaying multimedia content that includes streamed content, the web page comprising:

- a first layer which provides a first display screen for displaying a first type of content;
- a second layer which provides a second display screen for displaying a second type of content; and

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a player module which manages at least the visibility of, and the display of content within, the first and second display screens automatically, without user intervention, in response to commands embedded within the streamed content.

Claim 26 (original): The web page as in claim 25, wherein the streamed content comprises video content.

Claim 27 (original): The web page as in claim 25, wherein the streamed content comprises at least one of a music file and an animation file.

Claim 28 (currently amended): The web page as in claim 25, wherein the player module automatically modifies locations of at least one of the first and second display screens within the web page based on at least some of the commands embedded within the streamed content.

Claim 29 (currently amended): The web page as in claim 25, wherein the player module automatically loads browser plug-ins as needed based on a [[the]] format of the streamed content.

Claim 30 (currently amended): The web page as in claim 25, wherein the player module includes at least the following display screens, each of which is controllable by at least some of the commands embedded within the streamed content: a video screen, a menu screen, and a caption screen.

Claim 31 (currently amended): The web page as in claim 30, wherein the player module further includes at least a logo screen and an animation screen that are controllable by at least some of the commands embedded within the streamed content.

Claim 32 (currently amended): The web page as in claim 25, wherein the streamed content includes multiple videos of different formats and wherein the player module is adapted to play

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~~capable of playing the [[multiple]] videos of different formats within the web page using different plug-ins without reloading the web page or loading a new web page to play each video.~~

Claim 33 (currently amended): A web-based multimedia presentation, comprising:

video content having at least one pause command embedded therein, the video content adapted to be played as a video; and

a web page comprising a web-based player module which is adapted to play the video content [[file]], wherein the player module automatically pauses play of the video without user intervention [[is]] responsive to the pause command ~~by pausing play of the video.~~

Claim 34 (currently amended): The web-based multimedia presentation as in claim 33, wherein the video content [[file]] further includes an embedded [[comprises a]] command for automatically displaying an advertisement upon pausing of the video.

Claim 35 (original): The web-based multimedia presentation as in claim 34, wherein the advertisement is for a product displayed within the video.

Claim 36 (new): A method for displaying multimedia content in a single, multilayer, interactive web page, the method comprising:

displaying a menu of content on a first layer of the web page;

receiving a user selection of content from the menu;

loading a first set of data files associated with the user-selected content into a hidden frame of the web page, the first set of data files including at least first multimedia content and a first skin;

displaying the first skin on a second layer of the web page; and

displaying at least some of the first multimedia content on a third layer of the web page.

Claim 37 (new): The method of claim 36, wherein the first multimedia content is streamed content and includes embedded commands for at least controlling display of the streamed content and the first skin and wherein the steps of displaying the first skin and displaying at least

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some of the first multimedia content are performed automatically responsive to the embedded commands.

Claim 38 (new): The method of claim 36, wherein the first set of data files further includes a second menu of content, the method further comprising:

- displaying the second menu of content;
- receiving a user selection of second content from the second menu;
- loading a second set of data files associated with the user-selected second content into the hidden frame of the web page, the second set of data files including at least second multimedia content and a second skin;
- displaying the second skin on the second layer of the web page in place of the first skin;
- and
- displaying at least some of the second multimedia content on the third layer of the web page in place of the first multimedia content.

Claim 39 (new): The method of claim 38, wherein the second set of data files further includes a third menu of content, the method further comprising:

- displaying the third menu of content;
- receiving a user selection of third content from the third menu;
- loading a third set of data files associated with the user-selected third content into the hidden frame of the web page, the third set of data files including at least third multimedia content and a third skin;
- displaying the third skin on the second layer of the web page in place of the second skin;
- and
- displaying at least some of the third multimedia content on the third layer of the web page in place of the second multimedia content.

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Claim 40 (new): The method of claim 36, wherein the first multimedia content is streamed content and includes embedded commands for at least controlling display of the streamed content and the first skin, the method further comprising:

automatically loading a second set of data files into the hidden frame of the web page responsive to at least one of the embedded commands, the second set of data files including at least second multimedia content and a second skin;

displaying the second skin on the second layer of the web page in place of the first skin;
and

displaying at least some of the second multimedia content on the third layer of the web page in place of the streamed content.

Claim 41 (new): The method of claim 36, wherein the first set of data files further includes identification of a folder containing a plurality of banner ads, wherein the banner ads are automatically displayed in a rotational format during play of the first multimedia content.

Claim 42 (new): The method of claim 36, wherein the first set of data files further includes identification of a folder containing a plurality of video commercials, wherein the first multimedia content includes first video content, and wherein the video commercials are automatically displayed in a rotational format prior to play of the first video content.